



SAHARA  
DREAM  
BLEND

AFRICAN COFFEE BEANS



# WHO & WHAT?

IS SAHARA DREAM BLEND



An established African Coffee Bean manufacturer and distributor, looking to expand in North America.

Our selection of African coffee beans includes varieties from Ivory Coast, Ethiopia, Kenya, Rwanda, Tanzania, and beyond.

Each bean is carefully handpicked, processed, and roasted to perfection, resulting in a diverse range of flavors and profiles to suit every palate.

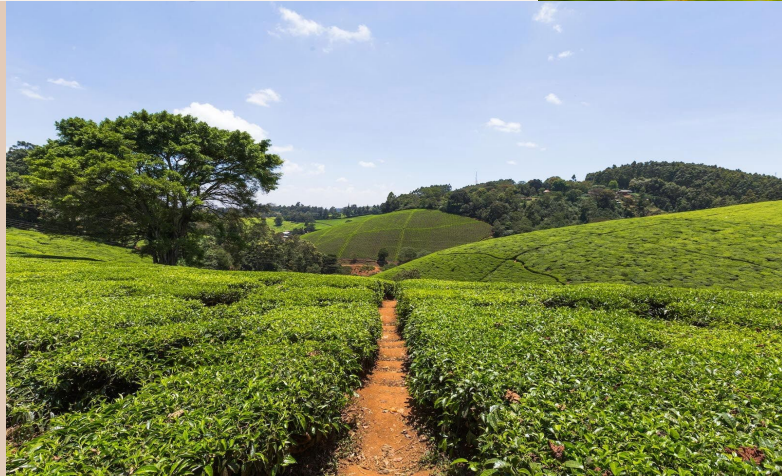


# THE TEAM & LOCATION'S



**HEADQUARTERS**  
**ABIDJAN,  
CÔTE D'IVOIRE.**

**BRANCH / WAREHOUSE**  
**OTTAWA,  
CANADA.**



**HARVEST / PLANTATION**  
**ETHIOPIA  
KENYA  
TANZANIA  
IVORY COAST**

## CÔTE D'IVOIRE – IVORY COAST

- Regions: Biankouma & Man
- Altitude: 550m
- Process: Natural
- Variety: Robusta
- Flavors: Peanuts, Dark Chocolate
- CQI score: 80



## UGANDA - UGANDA

- Regions: Masaka & Bushenyi
- Altitude: 1000 – 1300m
- Process: Natural
- Variety: Robusta
- Flavors: Dried Fruits, Dark Chocolate
- CQI score: 83



## TANZANIE - TANZANIA

- Regions: Mbozi & Songwe
- Altitude: 1700m
- Process: Wet Method (Washed)
- Variety: Arabica (Bourbon, Kent, Typica)
- Flavors: Apple, Caramel, Citrus, Dark, Honey
- SCA score: 84



## ETHIOPIE - ETHIOPIA

- Regions: Limu
- Altitude: 1840m - 2130m
- Process: Wet Method (Washed)
- Variety: Arabica (JARC, Local Varieties)
- Flavors: Apple, Cherry, Almond, Dark Chocolate, Chocolate, Lemon.
- SCA score: 82



## KENYA

- Regions: Kiambu
- Altitude: 1400 - 2000m
- Process: Wet Method (Washed)
- Variety: Arabica (Ruiru 11, SL28, SL34)
- Flavors: Dried Fruits, Dark Chocolate, Caramel
- CSA score: 84



## Democratic Republic of the Congo

- Regions: Kivu
- Altitude: 1700m
- Process: Wet Method (Washed)
- Variety: Arabica (Bourbon)
- Flavors: Cherry, Dark Chocolate, Dried Fruits, Hibiscus, Chocolate.
- SCA score: 83.5

# SAHARA DREAM BLEND - ETHICS



## Fair Trade Practices:

Many African coffee producers adhere to fair trade practices, ensuring that farmers receive fair compensation for their labor and resources.

This helps support sustainable livelihoods and communities within coffee-growing regions.

## Environmental Sustainability:

African coffee farmers often prioritize environmental sustainability by employing eco-friendly farming practices and promoting biodiversity on their farms.

This includes practices such as shade-grown cultivation and organic farming methods.

## Community Impact:

The coffee industry in Africa plays a significant role in supporting local communities by providing employment opportunities and investing in social development projects.

Ethical coffee sourcing contributes to poverty alleviation and empowerment initiatives in coffee-growing regions.

## Transparency and Traceability:

Many African coffee producers emphasize transparency and traceability throughout the supply chain, allowing consumers to trace the journey of their coffee from farm to cup.

This transparency fosters trust and accountability in ethical sourcing practices.

# SAHARA DREAM BLEND - QUALITY

## Diverse Flavor Profiles:

African coffee beans are renowned for their diverse and complex flavor profiles, which often feature fruity, floral, and sometimes spicy notes.

This diversity is attributed to factors such as altitude, soil composition, and processing methods specific to each region.

## High Altitude Growing Conditions:

Many African coffee beans are grown at high altitudes, which contribute to their exceptional quality.

The cooler temperatures and slower maturation process at higher elevations result in beans with higher acidity, increased sweetness, and more nuanced flavors.

## Meticulous Processing Techniques:

African coffee producers often employ meticulous processing techniques such as washed processing and sun-drying.

These methods help enhance the clarity and cleanliness of flavors, contributing to the overall quality of the beans.

## Attention to Detail:

From cultivation to harvesting and processing, African coffee farmers pay close attention to detail, ensuring that only the highest quality beans make it to market.

This dedication to quality is reflected in the exceptional taste and consistency of African coffee.



# SAHARA DREAM BLEND - PRODUCT



## Variety:

African coffee beans offer a wide range of varieties and flavor profiles, from the floral and citrusy notes of Ethiopian coffee to the bright acidity of Kenyan coffee and the balanced sweetness of Rwandan coffee. From DRC & Ivory Coast

## Single-Origin Offerings:

Many African coffee beans are sold as single-origin offerings, allowing consumers to experience the distinct characteristics of coffee from specific regions or even individual farms.

This emphasis on terroir and origin differentiation adds to the appeal of African coffee.

## Specialty and Microlots:

African coffee producers often produce specialty and microlot coffees, which are prized for their exceptional quality and limited availability.

These small-batch offerings showcase the unique attributes of African coffee and cater to discerning coffee enthusiasts.

## Processing Methods:

African coffee beans are processed using various methods, including washed, natural, and honey processing.

Each method imparts distinct flavors and characteristics to the coffee, offering consumers a diverse range of choices based on their preferences.



# SAHARA DREAM BLEND - PRICING

## Value Proposition:

African coffee beans often command a premium price due to their exceptional quality and unique flavor profiles.

The higher prices reflect the increased costs associated with labor-intensive cultivation, processing, and transportation.

## Market Demand:

The growing global demand for specialty coffee, particularly from African origins, influences pricing dynamics.

Limited availability, coupled with increasing consumer appreciation for high-quality coffee, contributes to the premium pricing of African coffee beans.

## Supply Chain Costs:

Factors such as transportation, import duties, and certification fees contribute to the pricing of African coffee beans.

Additionally, investments in sustainable farming practices and fair compensation for farmers impact the final retail price.

## Perceived Value:

Consumers often associate African coffee beans with premium quality and unique flavors, which justifies the higher pricing.

The perceived value of African coffee, along with its cultural significance and ethical sourcing practices, influences consumers' willingness to pay a premium price.





# THANK YOU

CONTACT US AT

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